WHAT IS CLAIMED IS:

1. A method of inhibiting expression of a target allele in a cell comprising at least two different alleles of a gene, the method comprising administering to the cell an siRNA specific for the target allele.
2. The method of claim 1, wherein the target allele is correlated with a disorder associated with a dominant gain of function mutation.
3. The method of claim 2, wherein the disorder is selected from the group of amyotrophic lateral sclerosis, Huntington's disease, Alzheimer's disease, and Parkinson's disease.
4. A method of treating a subject having a disorder correlated with the presence of a dominant gain of function mutant allele, the method comprising administering to the subject a therapeutically effective amount of an siRNA specific for the mutant allele.
5. The method of claim 4, wherein the siRNA is targeted to the gain of function mutation.
6. The method of claim 4, wherein the disorder is selected from the group of amyotrophic lateral sclerosis, Huntington's disease, Alzheimer's disease, and Parkinson's disease.
7. The method of claim 4 wherein the disease is amyotrophic lateral sclerosis.
8. The method of claim 7 wherein the allele is SOD1.
9. The method of claim 8, wherein the mutant allele comprises a point mutation.
10. The method of claim 8, wherein the point mutation is a guanine: cytosine mutation.
11. The method of claim 8, wherein the mutation is G256C.
12. The method of claim 8, wherein the mutation is G281C.
13. The method of claim 8 wherein the siRNA comprises a sequence as set forth in Figure 1A.
14. An siRNA comprising a sequence as set forth in Figure 1A.
15. A p10 mutant siRNA comprising the sequence as set forth in Figure 1A.
16. A p9 mutant siRNA comprising the sequence as set forth in Figure 1A.
17. A G93A SOD1 shRNA comprising the sequence as set forth in Figure 3A.
18. An expression construct comprising the shRNA of claim 13.
19. A therapeutic composition comprising the siRNA of claim 10-12, and a pharmaceutically acceptable carrier.

20. A therapeutic composition comprising the shRNA of claim 13, and a pharmaceutically acceptable carrier.